



Customers*First!*

A coalition to preserve Wisconsin's reliable and affordable electricity

FOR IMMEDIATE RELEASE

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Customers First! Coalition Welcomes New Executive Director

MADISON, WI—The Customers First! Coalition (CFC) has named Sarah Barry as its new Executive Director.

“On behalf of the Customers First! Coalition, I am happy to announce Sarah Barry as the unanimous choice of the CFC board as our new Executive Director,” said CFC Board Chair Nathan Franklin, of Dairyland Power Cooperative.

Franklin said Barry’s work in the State Capitol, serving in leadership roles for four state senators over the last decade, and her extensive experience as a non-partisan policy analyst and consultant make her a great fit for the organization.

“I will build on the work of Customers First! to increase engagement with energy stakeholders and policy makers,” said Barry. “I look forward to supporting the mission of CFC to help protect access to safe, affordable, and reliable electricity.”

The Customers First! Coalition formed in the late 1990’s to protect the interests of Wisconsin electric consumers, including as a priority, seeking to ensure that any restructuring of the electric utility industry benefits electric consumers, safeguards reliability, minimizes environmental harm and enables the people of Wisconsin to receive affordable electric service at stable prices over the long term.

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The Customers First! Coalition is an alliance of customer groups, rural electric cooperatives, municipal electric utilities, wholesale energy providers, utility workers, renewable energy advocates, and an investor-owned utility. For more information, see www.customersfirst.org